

PLATEER

AI & DX Partner for Innovation



AX
Solution



E-Commerce
Solution



AI CX



Digital
Transformation

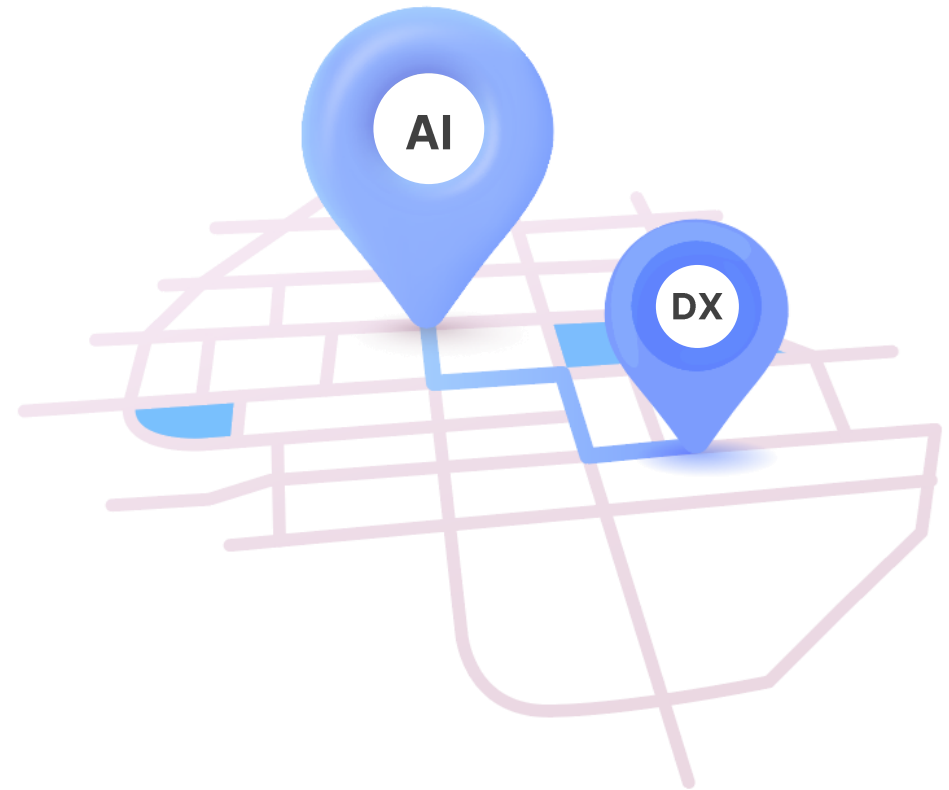
PLATEER

AI & DX Partner for Innovation

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Create digital platforms for our customers.

PLATEER accelerates business innovation for enterprise clients through AI and DX technologies, delivering tangible results.



Experience every step of the digital transformation journey.

PLATEER provides best-in-class solutions powered by four strategic business pillars:
AX Solution, E-Commerce Solution, AI CX, and Digital Transformation.



AX Solution

AX Solution enables easy implementation of customized AI services across enterprise workflows through a platform based on generative AI and specialized language models.

Product	XGEN
	Polar



E-Commerce Solution

E-Commerce Solution offers comprehensive solutions for online commerce, from tailored platforms for various industries and customer needs to AI-driven business innovation.

Product	X2BEE
	X2BEE AI
	X2BEE AI Search
	X2BEE AI Chatbot
	AI Code Assistant



AI CX

AI CX delivers innovative customer experience solutions using generative AI and personalized marketing, automating interactions like consultation, recommendations, and messaging throughout the customer journey.

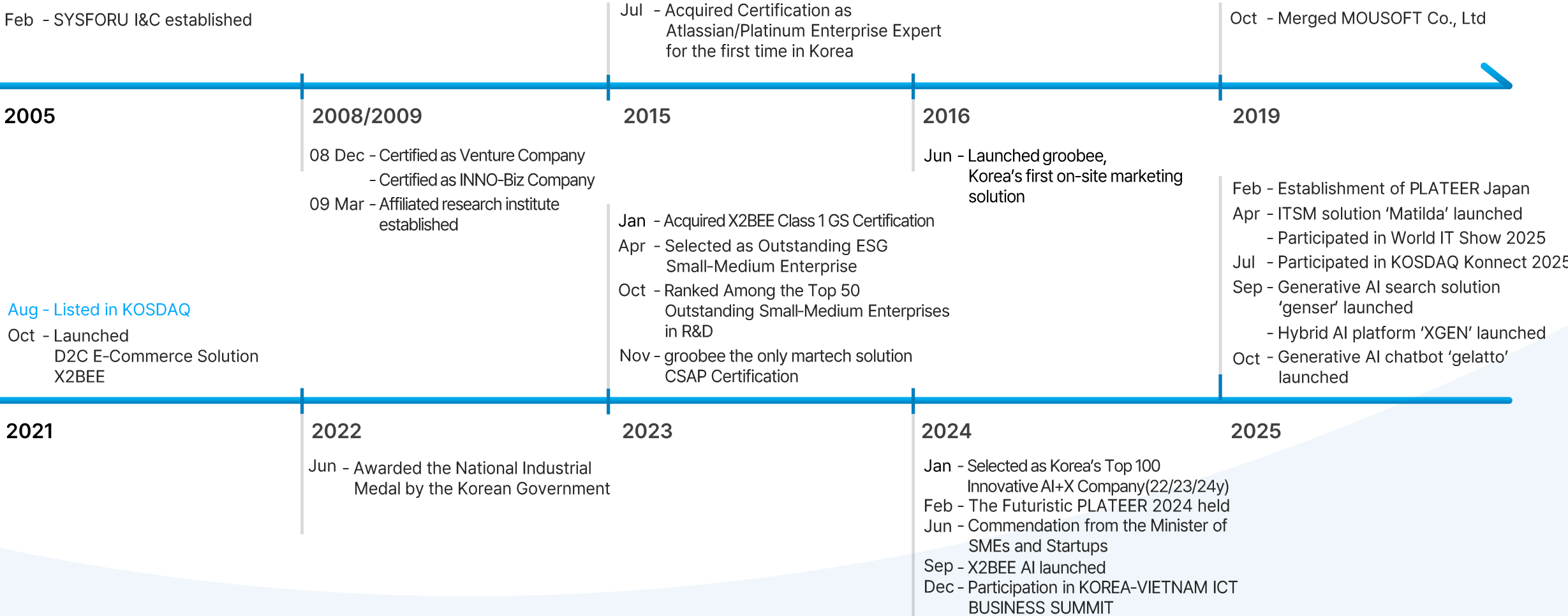
Product	groobee
	genser
	gelatto



Digital Transformation

Facilitates easy service management and automation for enterprises, supporting efficient IT transformation through advanced processes and DevOps integration.

Product	Matilda
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Year Established 2005	No. of Employees As of Sep. 2025 304Persons	Portion of Technical Manpower As of Sep. 2025 84.2%	Project Performance Integrated Sum of Business Sectors 3585EA
Customers 1086customers	Awards 09 Grand Prize in WEBAWARD KOREA 15 Grand Prize in SMART APP AWARD 18 Named Youth-friendly Hidden Champion by the Ministry of Employment & Labor 20 Citation for Work-Life Balance from the Seoul Metropolitan Government Named Outstanding Work Innovation Enterprise by the Ministry of Employment & Labor 21 Korean Sustainable Innovative Leader 22 National Industrial Medal from the Korean Government 23 Outstanding ESG Small-Medium Enterprise Named Outstanding Small-Medium Enterprise in R&D Performance by the Ministry of SMEs & Startups 24 Selected as Korea's Top 100 Innovative AI+X Company (22/23/24y) 25 "KT Partners Day Outstanding Partnership Award Perforce 'Best Sales Partner Award Minister of SMEs and Startups Commended Other awards including Hi-Seoul Brand and Outstanding Small-Medium Enterprise 20⁺EA 		

20⁺EA



Increase in R&D Investment

Annual average increase rate
since listing in 2021

200+ %

R&D Manpower

As of Sep. 2025

88Persons

Certifications/Patents

Certification(3) GS(Good Software) Certificate Grade 1,
CSAP(Cloud Service Security Certification), etc.

Copyright Application(26) Jira/X2BEE/groobee, etc.

Patent(8) Product/Keyword recommendation, etc.



37EA

Technology Development Activity

Periodic seminar on the solution(Quarterly)
Technology sharing meeting(Quarterly)
X2BEE Tech Hub(Technology Sharing Site)
Experience X2BEE AI(demo site)



Technology Development Performance

	2007	2010	2014	2018	2021	2022	2024	2025
Technology	Independent framework	General shopping mall support management function introduced	Cloud-based	Open framework -based	Machine Learning & Deep Learning algorithm mounted	Headless Commerce* realized	Polar**	Generative AI
Solution	X2Commerce 1.0 Enterprise-type E-Commerce Solution	X2Commerce 2.0 Mid- to Large-Scale E-Commerce Solution	X2Commerce 3.0 Global E-Commerce construction support	X2Commerce 3.6 Application of an open source based framework	groobee Season 2 AI Personalization MarTech Solution	X2BEE D2CE-Commerce Solution	X2BEE AI Enhancing e-commerce productivity and efficiency	XGEN, genser, gelatto Business optimized generative AI services

* Headless Commerce: As the e-Commerce architecture separated from the Front End and Back End, API is used to integrate various Front-end contact points to improve flexibility, expandability, and personalized customer experience.

** Polar(Plateer's optimized sLLM and applications with reliability)

New standard in generative AI

XGEN[XGEN Platform - X2BEE TECH HUB](#)

XGEN | Polar

XGEN is an all-in-one AI platform that simplifies enterprise AI adoption through RAG, LLM integration, and workflow automation.

Features

Easy AI service development
AI Service Generator



Scalable and flexible
LLMOps/MLOps



Vertical domain optimization
XGEN LLM



from development to
operation and monitoring
All-in-one service



Scalability

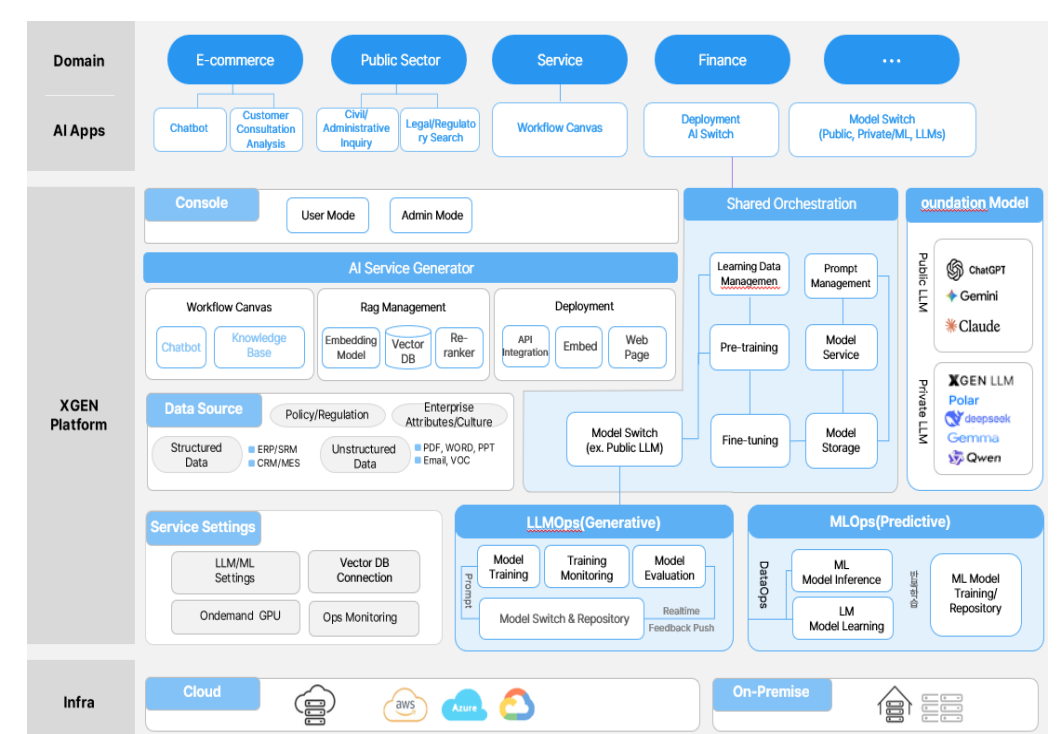
Supports private and public LLMs, including ChatGPT and Gemini, for fast, seamless integration with XGEN.

XGEN

AI platform supporting private and hybrid enterprise environments.

Platform Architecture

Scalable, flexible architecture for diverse domains.





Polar is a PLATEER-developed sLLM specialized for e-commerce, safely protecting enterprise data and enabling the development and operation of various AI applications and services.

Features

Korean optimization

Maximizes real task usability and response quality based on learning from 480 million Korean and e-commerce data cases.

Accurate and reliable answers

Guarantees highly reliable responses by reflecting the latest information through RAG-based real-time retrieval-augmented generation.

Stable operation environment

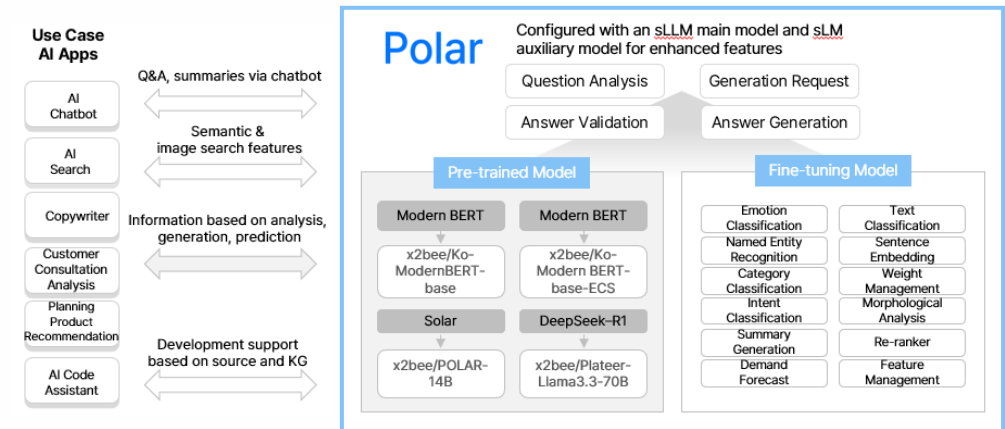
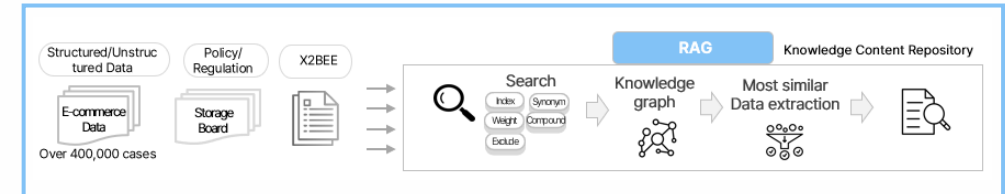
Ensures stability and security via e-commerce operation know-how and sensitive information filtering/monitoring.

Efficient integrated management

Improves performance and reduces operational costs by organically linking UI, embedding, and vector DB.

Architecture

Built Gen AI language models optimized for e-commerce through data-driven training and custom fine-tuning.



PLATEER's own sLLM model, designed by training on high-quality e-commerce data.

Perfect for your business needs

Enterprise-type Customization



Customized E-Commerce platform considering the business characteristics is presented.

Enterprise-type Customization | X2BEE | X2BEE AI

Enterprise-type customization pursues comprehensive platform construction based on the characteristics of the customer business. All processes for the success of the E-Commerce business are supported.

Trusted Partner

We empower your online business success with top-tier E-Commerce expertise and extensive deployment experience.

Proven Experience in Large-Scale E-Commerce Development

Skilled E-Commerce specialists

E-Commerce system consulting and development

Project Achievements

We have a strong track record of successfully building and operating multiple E-Commerce platforms.

YEARS

20

PROJECTS COMPLETED

273

PARTNERS

96

E-Commerce Business Platforms

We provide tailored platforms for retail and manufacturing businesses.

	Large-Scale E-Commerce Platforms	Major credit card company E-Commerce platforms	Large-scale manufacturing and brand online sales platforms
Key Clients	THE HYUNDAI LOTTE ON LOTTE Homeshopping el LOTTE Premium Online Shopping	Shinhan Card LOTTE CARD Samsung Card	HYUNDAI HANKOOK driving emotion GENESIS
Target Clients	Large online and offline retail enterprises	Financial service companies	Major manufacturers and brands
Key Skills	· E-Commerce consulting and architecture · Cloud-based architecture design · EC core module and API design and implementation · MSA (Microservices Architecture) design and implementation · System interface design and integration · Support for the latest global online sales practices		



With a large-scale update incorporating AI services and the latest technology stack, X2BEE now delivers all the essential services for building a commerce platform.

We think hard about challenges companies face when building an E-Commerce platform.

X2BEE, an E-Commerce solution applied with our numerous years of experience in E-Commerce projects and the latest technologies, supports the growth of our customers' online commerce.

Everything for E-Commerce

This solution maintains the optimum online commerce business environment.

E-Commerce Platform

Supports the independent operation of key services based on composable commerce and MSA.

Various E-Commerce Functions

Provides key service modules for E-Commerce focused on customers, orders, delivery, products, payment, etc.

System & Service Connection

Supports connection with external/internal related systems based on API.

Personalization Marketing

Exquisite AI-based personalization marketing
Linked with groobee solution

Global Operation Support

Multi site & channel expansion, multi-language/global payment support

Tech Hub

Provides X2BEE solution API and technology & function guide

An Innovative Commerce Solution

It responds to changes in the market quicker, through technology enhancement.

AI

Develops and implements various AI functions, including the efficient operation of the back office.

Business Intelligence

Provides real-time data reporting, data analysis, and a visualization tool.

Channel Linkage

Supports sales channel management and sales diversification through connection with the open market and social shopping.

Platform Enhancement

Enhances the E-commerce platform's usability and convenience. (Permanent)

Line-up in Line Business Strategy

We provide a reasonable plan suitable for the construction scale and charging method.

X2BEE Pro

License granted upon contract end

- ✓ Monthly/lump-sum payment
- ✓ Managed service (separate contract)

X2BEE Enterprise

Custom build via license

We reinvent the future of commerce with AI

X2BEE AI



[X2BEE AI - X2BEE TECH HUB](#)

The on-premise Polar(sLLM) AI, specialized for E-Commerce, is transforming commerce services.

Enterprise-type Customization | X2BEE | [X2BEE AI](#)

As an innovative AI function for commerce, X2BEE AI provides a differentiated, unique solution that can enhance the online business competitiveness of your customers.

AI-powered innovation for commerce

Maximize customer experience with commerce AI



Enhancing the shopping experience with AI search, virtual fitting, and chatbots.

Enhancing productivity through operational optimization



Improving business performance with AI capabilities for comprehensive commerce operations.

Marketing tools and activity support driving revenue growth



Automatically generate marketing content, including text, images, and videos, and create themed promotional events with ease.

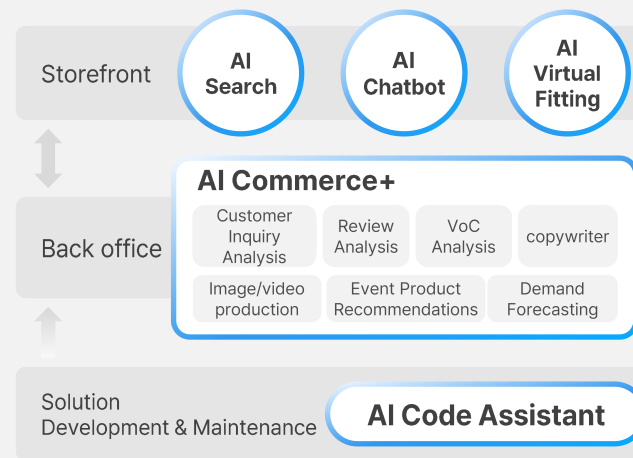
Polar

E-Commerce Specialized sLLM

Supports seamless integration of various foundation models while ensuring the secure use of sensitive enterprise data. Additionally, reinforcement learning (RAG) on core internal data enhances operational efficiency, reduces costs, and delivers advanced AI services to elevate the customer experience.

* Polar: Plateer's Optimized LLM and Application with Reliability

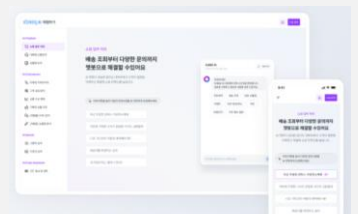
Areas and capabilities of AI



X2BEE AI Demo

[X2BEE AI](#)

Try various AI services specialized in e-commerce such as AI chatbots, AI search, AI customer consultation analysis, and AI marketing copywriters.



AI - based personalized marketing SaaS solution

groobee



First MarTech solution to obtain CSAP* certification.

groobee, a CSAP-certified MarTech solution, ensures security and reliability. Expanding beyond B2B, it is growing its customer portfolio into B2B2C and B2G markets.

Begin a better customer experience with groobee, the technology capturing all moments of a customer's journey.

groobee | Generative AI Service | Data Integration Service

groobee, is a SaaS solution optimized for enterprises and institutions, enabling personalized marketing automation. It leverages advanced AI to analyze customer behavior in real time and delivers targeting, messaging, and product recommendations for seamless personalization.

How groobee Supports Personalization Marketing

We present a new standard needed for a customer's personalized journey.

Personalized Targeting

The behavior data of customers using online services is collected and each individual customer is analyzed, classified, and selected for personalization.

Personalization Recommendation

A personalized product recommendation system predicts customer preferences using AI (artificial intelligence) learning based on customer behavior data.

Personalized Messaging

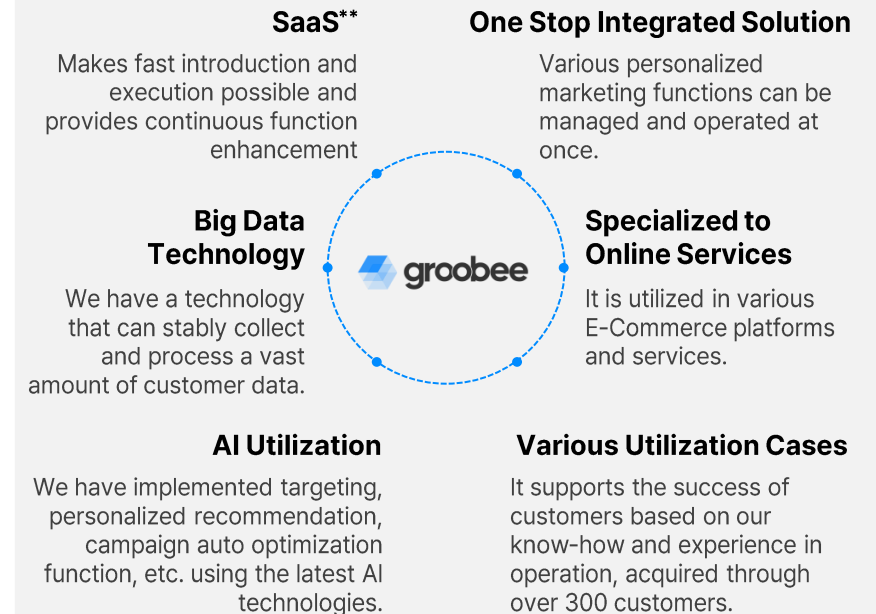
We proceed with communication delivering personalized messages (campaigns) using various methods on-site and off-site.

Analysis and Monitoring

We analyze all personalized campaign performance in real-time and the support for it, so that customer experience can be improved and enhanced.

Major Advantages of groobee

Various services implementing successful personalization marketing are being provided.



* CSAP: An acronym of Cloud Security Assurance Program. It is a system where a certifying agency assesses and certifies whether the service provided by a cloud company complies with information protection standards.

** SaaS: Software as a Service

Offers an advanced AI CX experience by integrating generative AI search service 'genser' and generative AI chatbot service 'gelatto' powered by public LLMs.

LLM-based Generative AI Search

genser

Delivers satisfying search by analyzing even hidden intent.

Search result summary

Browse products fast with keywords and filters LLM | Shows results in order of query intent

Reason for recommendation provided

Understands intent and gives persuasive reasons
Builds trust and boosts conversion

Related keyword suggestion

Understands customer intent and presents persuasive evidence
Builds customer trust and increases conversion

Practical example

Search summary

AI-picked items



Provide why it's recommended

Here's why recommended

[S36] Soft beige V-neck dress with pintuck detail, for an elegant and feminine look.

[H94] Long dress' Bright pleated long dress with a lovely and fresh look.

Related keywords

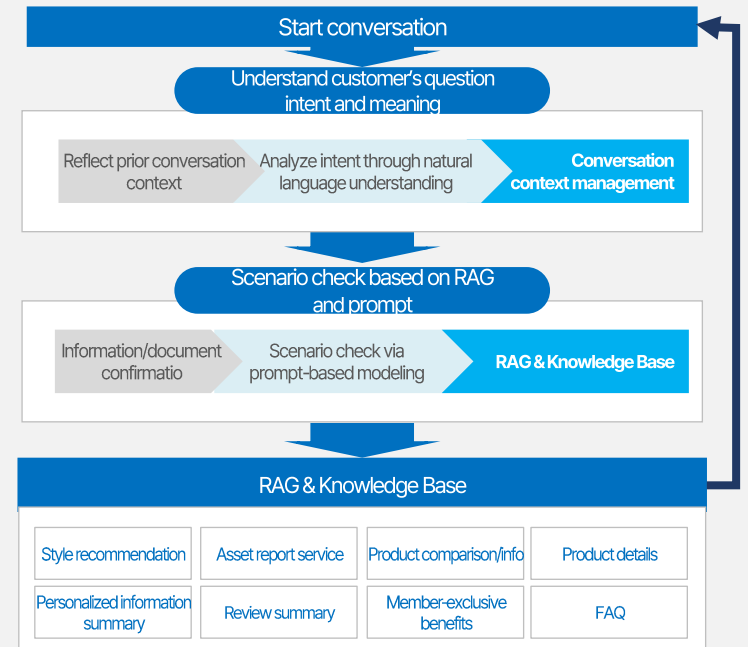
Here are related tags

Wedding guest dress Dress under 300k
Spring guest dress Tweed dress
Neat two-piece Navy one-piece
Midi dress Guest dress picks
Long dress Elegant skirt

Advanced generative AI chatbot

gelatto

Improves customer experience and maximizes business performance by providing search, status, recommendation features in conversational form.



From search to consultation,
AI completes a new customer journey.

Integration of Non-identified Data Data Integration Service

groobee | Generative AI Service | [Data Integration Service](#)

Data integration service is a service providing data analysis and visualization with indicators suitable for a customer business scenario, KPI, and the unique purpose of analysis by integrating groobee's web/app behavior data and customer's various disparate source data.

You can meet a 'real customer' by identifying the customer's tendency and intent.

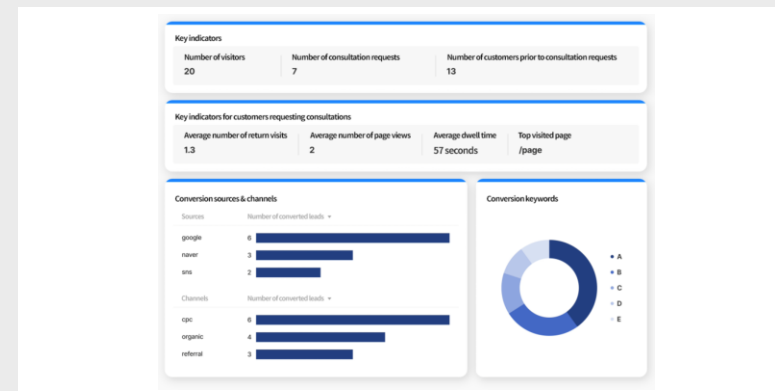
The secret behind fully understanding customers even on websites with no membership registration!

Customer's hidden real desires and behavior patterns can be analyzed by combining the automation ETL* technology with groobee's behavior data.



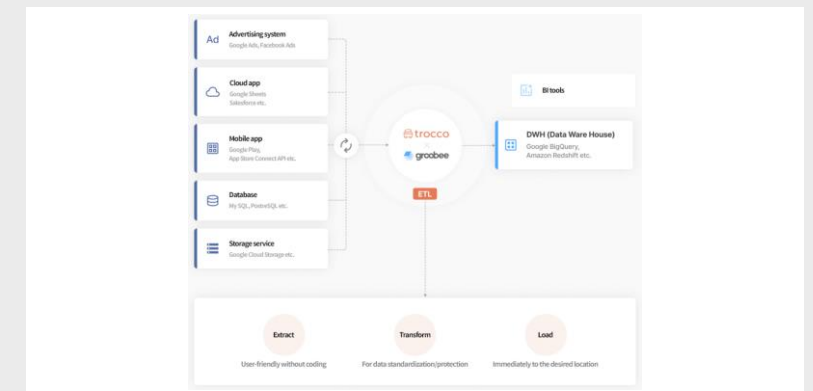
We provide customized dashboards.

Check the major indicators and performance data in one dashboard. You can check the data in the form of a systematic dashboard at one glance.



From extraction to conversion, loading at once!

Fast data integration is possible from data extraction to conversion, and loading using groobee's partner's automation ETL solution (trocco).



Begin a better customer experience with groobee, the technology capturing all moments of a customer's journey.

* ETL: It refers to a series of procedures for extracting data from disparate data sources and converting them according to needs, then saving them.

Organic integration of development and operation

Open DevOps

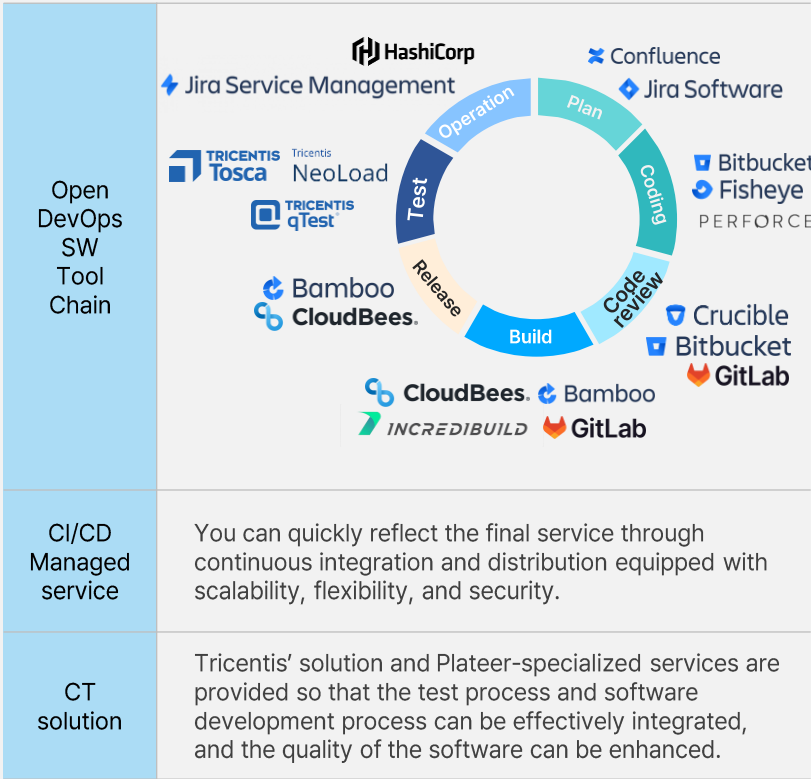


We propose customized services considering an enterprise’s unique environment.

Open DevOps | Matilda

We provide comprehensive services encompassing installation, design/establishment, and operation/support, so that an enterprise’s digital transition can be assisted and the collaboration process can be established efficiently.

Open DevOps Platform Components



Verified Competitive Edge

Realize the successful introduction of Open DevOps!

Open DevOps Platform Tool Chain	Automation environments such as project planning & tracking, as well as CI/CD/CT for establishing the configuration management policy is implemented using the tool chain required in the DevOps environment.
Agile Training / Consulting & Coaching	We conduct an in-house training course based on SCRUM and a SAFe qualification process. We provide consulting and coaching suiting the customer environment such as Scrum, SAFe, etc. based on various Agile coaching and training experience.
Professional DevOps Engineer	A team comprised of professional engineers and CI/CD/CT architecture experts implements the best product performance and functions.

Partners

As Korea’s first and largest partner of ATLASSIAN and partner of the global leading solution companies, we provide optimized solutions and technologies to our customers.



Leveraging PLATEER's unrivaled technology, we provide an optimized process for the local market using Atlassian JSM*. With automated payments and seamless integration with DevOps environments, we enable rapid ITSM value realization in a unified system.

PLATEER ITSM Solution Matilda

Setting a New Standard for Enterprise Services.

ITSM Process Optimized for the Local Market

Can continuously receive validated workflows based on ITIL 4.

Integrated Management of DevOps Toolchains

Ensure connectivity within DevOps environments through a unified system.

Minimized Deployment & Operational Costs

Reduce implementation time with verified processes, automate approval workflows, and enable scalable with minimal scripting for rapid deployment and easy maintenance.

Features

Leverage an ITSM standard process optimized for the local environment to enhance service efficiency. Our solution provides four core features.

ITSM Standard Process

- 15 standard for incident, emergency, problem, SR, CR, and more
- 24 service types across 7 categories
- Predefined standard custom fields by type
- Predefined screen layouts by type

DevOps Toolchain Management

- User and permission management for Jenkins, Bitbucket, GitLab
- Project and repository creation
- DevOps toolchain information mapping
- DevOps audit log tracking

Automated Approval Process

- Approval line registration and management
- Approval/rejection based on workflow status
- Personalized approval dashboard
- Approval history tracking
- Approval dashboard gadgets
- Delegation assignment

ITSM Dashboard

- IT service dashboard
- Approval dashboard
- Standard workflow status overview

'Leading company in the area of enterprise service management' selected by Forrester, a global research firm. You can achieve fast and easy digital innovation based on JSM of ATlassian.

* JSM: Jira Service Management

Success Cases of Customers

Growth curve is drawn with PLATEER.

| THE | HANDSOME |

Business-specific MSAs such as orders, claims, events, and members have been applied to improve system speed, flexibility and scalability, and UI/UX advancements that separate shopping and content areas ensure all customer journeys are seamlessly connected.

Introduced Solution



Celltrion Skincare Mall uses Genser, an AI search solution, to analyze and go beyond traditional keyword searches, delivering precise results considering hidden customer intentions.

Introduced Solution

genser_



By integrating It-Voc with Jira Cloud (SaaS), Samsung Wellstory streamlined ITSM services and automated distribution. This enhanced request tracking, compliance response, and service reliability. PLATEER supported the deployment as a trusted partner.

Introduced Solution

ITSM



Icecream Media built a unified platform for Icecream Mall and HiStore using its E-Commerce solution, X2BEE. This enhances platform competitiveness and customer experience by providing tailored convenience features and services.

Introduced Solution



Jeju Air uses Groovy AI to analyze the real-time customer journey and automate behavior-based scenarios, boosting booking conversions and brand trust.

Introduced Solution



As IT service management grows vital in a fast-changing business landscape, GS Retail has optimized IT projects with an Atlassian Jira-based system. PLATEER supports system deployment and operations as a trusted partner.

Introduced Solution

ITSM

Reference

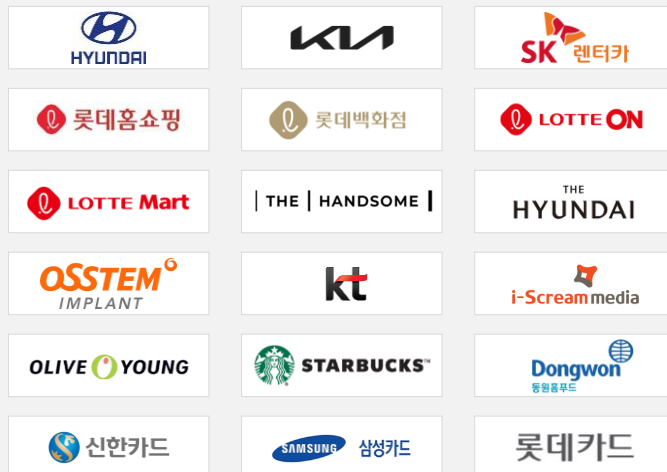
See the proven choice of many companies!

E-Commerce Solution



Main Project

- Next-generation Denall Mall built by Osstem Implant 2025.05~2025.12
- SK Rent-a-Car customer channel integration contractce 2025.02~2025.08
- Lotte Card Commerce Platform Advancement Project 2024.03~2024.12
- Constructed the Hyundai/Genesis certified used car sales platform 2021.11~2023.12
- Reconstructed THE HANDSOME.com shopping mall for the Hyundai Department Store Group 2021.07~2023.03

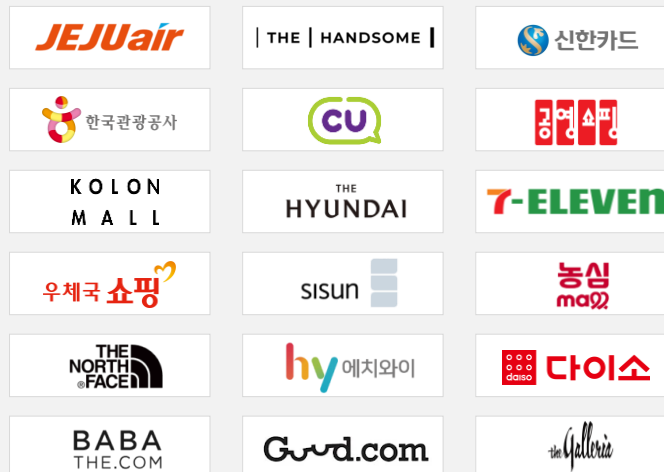


AI CX



Main Development History

- goobee Kakao notification update 2025.10
- Generative AI chatbot 'gelatto' launched 2025.10
- groobee offsite campaign: multi-segment combination update 2025.09
- Generative search 'genser' launched 2025.09



Digital Transformation



Main Project

- Koscom ITSM & Configuration Management Rebuild 2024.09~2025.04
- Samsung Electronics DS SW Service (Data Migration, etc.) 2024.07~2025.06
- Atlassian DC transformation & integration for Samsung Electronics 2023.08~2024.02
- Integrated construction of enterprise-wide ITSM for Lotte Duty-Free 2023.07~2024.02



Thank you.

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PLATEER



groobee



PLATEER



Common

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AXSolution



XGEN | Polar

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E-Commerce Solution



Enterprise-type Customization |
X2BEE| X2BEE AI

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AICX



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Digital Transformation



Open DevOps | ITSM/ESM

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